

Tân Á (New Asia)

—Japanese Propaganda Magazine Published in Vietnam During the Second World War (I)

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Tân Á (New Asia) was the Japanese propaganda magazine written in Vietnamese and published in Saigon-Cholon during the Second World War. The first issue was dated 20 October 1942. From the start, it was published twice a month (basically on 5th and 20th of each month). And from March to August 1945, it was published weekly (basically on Fridays).

This paper introduces the profile and major contents of the magazine. The first part published in this issue of the Journal includes the profile of Tân Á (such as the publishers, agents and prices of the magazine), and the overview of some contents such as the front covers, main writers, current news and commentaries, Japanese lessons and other series, and the description on Japanese movies.

The second part to be published in the next issue of the Journal will refer to the advertisements, readers' voices and special features of Tân Á.

1. Profile of Tân Á

Tân Á (New Asia) was the Japanese propaganda magazine written in Vietnamese and published in Saigon-Cholon during the Second World War. The first issue was dated 20 October 1942. From the start, it was published twice a month (basically on 5th and 20th of each month).¹ And from March to August 1945, it was published weekly (basically on Fridays).²

The author has collected the majority of its back numbers in the form of microfilm and photocopy. The microfilm version is from the collection possessed by the Bibliothèque Nationale in Paris,³ and the photocopy version is from the collection possessed by Vietnamese libraries in Hanoi.⁴

The profile of the back numbers in the author's holdings is as follows⁵:

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In the footnotes, the abbreviation *TA* is used for *Tân Á*.

¹ "Bulletin d'Abonnement" (subscription form) was inserted in the first issue of *TA* (between pages 4 and 5). At the top of it, the following words were printed: "Magazine Tân Á is issued two times every month, on the 5th and the 20th of the solar calendar. It will be distributed to all the bookshops".

² The front cover of most issues after no.60 (dated 4 May 1945) marked "Ra ngày thứ sáu" (Published on Friday).

³ The author ordered the microfilm to a French agent in 1985.

⁴ Dr. Võ Minh Vũ (University of Social Science and Humanity, Hanoi National University) kindly provided me with the photocopy collection in 2015.

⁵ The date of issuance was usually marked on the front cover or the first page of each issue. However, some issues did not contain the date of issuance. The name of manager and that of printing house were in the margin of the last or the second last page of each issue.

Table 1. The Profile of the Back Numbers of Tân Ấ

No.	Date of issuance	Manager	Printing House
1	20/10/1942	Le Gérant: Dang-Ngoc-Anh	Imp. Việt-Nam, Saigon [no house number]
2	5/11/1942	—	Imp. Việt-Nam, 149 rue Douaumont, Saigon
3	20/11/1942	—	—
4	12/1942 ⁶	—	Imp. Xua-Nay, 62 Bd. Bonard, Saigon
5	20/12/1942	—	—
6	5/1/1943	—	—
7	Spring/1943	—	Imp. Việt-Nam, 149 rue Douaumont, Saigon
8	15/2/1943	—	—
9	5/3/1943	—	—
10	20/3/1943	—	—
11	5/4/1943	—	—
12	20/4/1943	—	—
13	5/5/1943	—	—
14	20/5/1943	—	—
15	20/6/1943	—	—
16	[7/1943] ⁷	—	—
17	20/7/1943	—	—
18	5/8/1943	—	—
19	20/8/1943	—	—
20	5/9/1943	—	—
21	20/9/1943	—	—
22	5/10/1943	—	—
23	20/10/1943	—	—
24	5/11/1943	—	—
25	20/11/1943	—	—
26	8/12/1943	—	—
27	20/12/1943	—	—
28	Spring/1944	—	—
29	10/2/1944	—	—
30	25/2/1944	—	—
31	10/3/1944	—	—
32	25/3/1944	—	—
33	10/4/1944	—	—
34	5/5/1944	—	—
35	20/5/1944	—	—
36	5/6/1944	—	—
37	20/6/1944	—	—
38	5/7/1944	—	—
39	[7/1944] ⁸	—	—
40	5/8/1944	—	—
41	20/8/1944	—	—
42	[9/1944] ⁹	—	—
43	20/9/1944	—	—
44	5/10/1944	—	—
45	20/10/1944	—	—
46	5/11/1944	—	—
47	20/11/1944	—	—
48	5/12/1944	—	—

⁶ No exact date of issuance was marked. However, an article entitled “8 Décembre 1942” was printed in pp. 7–9. Therefore, this issue was actually published around 8 December 1942.

⁷ No exact date of issuance was marked, but it was seemingly published in July 1943.

⁸ No exact date of issuance was marked, but it was seemingly published in July 1944.

⁹ No exact date of issuance was marked, but it was seemingly published in September 1944.

Tân Á (New Asia)

Table 1. Continued.

No.	Date of issuance	Manager	Printing House
49	20/12/1944	—	—
50	1/1945 ¹⁰	—	—
51	Tet/1945	—	Edition spéciale de Tet imprimée à l'Imprimerie XUA-NAY, 62, Boulevard Bonard, Saigon
52	20/2/1945	—	Imp. Việt-Nam, 149 rue Douaumont, Saigon
55	23/3/1945	Giám-đốc chủ-nhiệm Mai-Văn-Ninh	Nhà in Việtnam, Saigon
60	4/5/1945	Quản-nhiệm Dang-Ngoc-Anh	Nhà in VIET NAM, Saigon
61	18/5/1945	Giám-đốc chủ-nhiệm Mai-Văn-Ninh	Nhà in Việtnam, Saigon
62	23/5/1945	—	—
63	1/6/1945	—	—
64	8/6/1945	—	Nhà in Xua-Nay, 62, Boulevard Bonnard, ¹¹ Saigon
65	17/6/1945	—	—
66	22/6/1945	—	—
67	29/6/1945	—	—
68	6/7/1945	—	—
69	20/7/1945	—	—
72	10/8/1945	[The last page is missing where the information on Manager and Printing House must have been marked]	

The author's collection is very complete from the 1st issue (dated 20 October 1942) to no. 52 (dated 20 February 1945). However, it becomes irregular concerning the issues around the Japanese anti-French coup on 9 March 1945, and again those of July and August 1945. The last issue in the collection is no. 72 dated 10 August 1945, 5 days before Emperor Hirohito's radio announcement on the Japanese surrender.

【Publishers and Agents】

As shown in the above table, the name of gérant (manager/agent) Dang-Ngoc-Anh was marked in the margin of the last page from no. 1 (dated 20 October 1942) to no. 52 (dated 20 February 1945). Then, the name of giám-đốc chủ-nhiệm (chief director) Mai-Văn-Ninh was marked in no. 55 (dated 23 March 1945) and from no. 61 (dated 18 May 1945) to no. 69 (20 July 1945), while the name of Dang-Ngoc-Anh with the title of quản-nhiệm (manager) reappeared in no. 60 (dated 4 May 1945).

In addition, “Bulletin d'Abonnement” (subscription form) inserted in the first issue (dated 20 October 1942) gave another information as follows: “To the readers: We would like to introduce that Mr. Đỗ Phương Quế, a book dealer at 41 Boulevard Tổng đốc Phương, Cholon, is the publisher of Magazine Tân Á in the area of Saigon-Cholon and he serves as a representative in advertising business

¹⁰ On the cover page, “4e année, Janvier 1945” was marked.

¹¹ In the last page of nos. 4–6 and 51 the street name where the publishing house was located was spelled as Bonard, while in the last page of nos. 64–64 it was spelled as Bonnard.

of the magazine. And Mr. Mai-Văn-Ninh, the owner of Asau (72 rue Chaingneau, Saigon), is the publisher of Magazine Tân Á in the whole region of Indochina, and, as our representative [for the business other than advertisement(?)] he will communicate with you.”¹²

As for the location of the editorial office of Tân Á, the editorial note in the last page of the 1st issue (dated 20 October 1942) referred to “Magazine Tân Á, c/o Journal Tân Đông Á, 7 Quai Trần thanh Cần, Chợ Lớn.”¹³

Furthermore, in the last page of the 3rd issue (dated 20 November 1942), the editorial column, calling for readers to contribute manuscripts, marked down the magazine’s address, “Tân Á, 7 Quai Trần-thanh-Cần, Cholon.” And it added “For long-term subscription, please send the mandat [postal order] or pay a visit to M.Mai-v-Ninh, Mon [Maison] A-Sau, 72 Chaigneau, Saigon.”¹⁴

In the last page of the 4th issue (published in December 1942), another editorial column referred to two places: “Please send letters and postal money orders [for subscription] to: Maison A Sau, 72, Rue Chaigneau, Saigon” and “Please send [the manuscript of] short essays to: TAN-A TAP CHI, 7, Quai Trần-thanh-Cần, Cholon.”¹⁵

However, from the 8th issue (dated 15 February 1943), the editorial column only mentioned Maison A Sau: “Please send manuscripts, letters and postal money orders: to Maison A Sau, 72, Rue Chaigneau, Saigon.”¹⁶ The similar description was repeated in most issues thereafter till no. 68 (dated 6 July 1945).¹⁷

Thus, it seems that at the beginning the magazine had two main places, one was the office located at 7 Quai Trần-thanh-Cần, Cholon and another was the Maison A Sau (whose owner was Mai-Văn-Ninh) located at 72 Rue Chaigneau, Saigon. However, its editorial and publication works were soon concentrated to one place, the Maison A Sau.

No. 62 (dated 23 in May 1945) had a small column on page 5: “Because of the necessity to expand the range of activities, from today, the Ban Tuyên-Truyền Tân Á [Tân Á Propaganda Board] and tòa soạn Tân Á [Tân Á Editorial Office] are moved to nos. 73–75 Catinat Street, telephone number 20,604.”

The cover page of no. 64 (dated 8 June 1945) actually marked “Tòa soạn và Trị sự: 73–75 đường Catinat, Điện thoại: 20,604” (Editorial and Managing Office: 73–75 Catinat Street, Telephone: 20,604),¹⁸ while its last page still referred to the Maison A Sau in Chaigneau Street.¹⁹ This was also the case from no. 66 (dated 22 June 1945) to no. 68 (dated 6 July 1945).²⁰ It seems that by that time (during the last weeks prior to the Japanese surrender) the Tân Á editorial office was officially located in

¹² “Cùng bạn đọc” on the back sheet of “Bulletin d’Abonnement” (subscription form) inserted in the first issue of *TA* (between pages 4 and 5).

¹³ “Kính cùng độc giả,” *TA* no. 1, p. 16.

¹⁴ “Kính cáo độc giả,” *TA* no. 3, p. 18.

¹⁵ “Kính cáo độc giả,” *TA* no. 4, p. 32. The same editorial column was also printed in the last page of nos.5–7.

¹⁶ Editorial column “Giá báo” (magazine price) in *TA* no. 8, p. 24.

¹⁷ The similar description was printed in the last page or the last second page of nos.11–19, 21–31, 37–44, 46–50, 52, 55, 60–68.

¹⁸ Cover page of *TA* no. 64,

¹⁹ See note 15.

²⁰ Cover page of *TA* nos.66–68, and see note 15.

Catinat Street, while the Maison A Sau still functioned as the sales agent or something like that.

The cover page of no. 69 (20 July 1945) and no. 72 (10 August 1945) continued referring to the editorial office in Catinat Street.²¹

[Authorizing Agencies]

As for the authorizing agencies, Tân Á from no. 11 (dated 5 April 1943) to 52 (dated 20 February 1945) mentioned in the margin of the last or the second last page: “Autorisé par le Bureau Central d’Information Japonaise et le Gouvernement Général de l’Indochine.”²²

The magazine was under the strong influence or actually under the supervision of Japanese Information Office located in Indochina. In the meantime, colonial administrators in the French Government General were in the position to monitor and censor the magazine. In due course, the 55th issue (dated 23 March 1945, i.e. two weeks after the Japanese anti-French coup) did not refer to the French Government General any longer.

[Price of the Magazine]

Concerning the price of the magazine, the front cover or its backside sheet from the 1st issue (dated 20 October 1942) to the 22nd issue (dated 5 October 1943) wrote the price was 0\$20 [i.e 20 cents].²³ “Bulletin d’Abonnement” (subscription form) inserted in the first issue offered some discount price for long-term subscription: 4\$20 [four piasters and 20 cents] for one-year and 2\$20 for 6-month.²⁴ These were 60-cent and 20-cent discount respectively. The similar announcement reappeared in the last page from no. 4 (dated December 1942) to no. 19 (20 August 1943).²⁵

From the 23rd issue (dated 20 October 1943) till no. 52 (dated 20 February 1945), the new price was 0\$30.²⁶ The magazine offered again some discount price for the long-term subscription: 7\$00 for one-year and 3\$50 for 6-month, i.e. 20-cent and 10-cent discount respectively.²⁷ Thus, the price was rather stable for more than two years from October 1942 to February 1945.

However, from no. 62 (dated 23 May 1945) to no. 63 (dated 1st June 1945) the price was raised to 0\$50,²⁸ and again from no. 64 (dated 8 June 1945) to no. 67 (dated 29 June 1945) the price became 0\$70.²⁹ This reflected the rapid inflation in Indochina during the last months of the Second World War.

²¹ Cover page of TA nos.69 and 72.

²² In the margin of the last or the second last page of TA from no. 11 (dated 5 April 1943) to 52 (dated 20/2/1945). It was mentioned along with the name of printing house and manager.

²³ Cover page or its back sheet of TA nos.1–22.

²⁴ “Bulletin d’Abonnement” (subscription form) inserted in TA, no. 1 (between pages 4 and 5).

²⁵ Editorial column of TA nos. 4–8, 11, 16, 19,

²⁶ Cover page of TA nos. 23–33, 36–38, 40–41, 43–50, and 52. As for the other issues during this period, many of them marked the same amount in the last page, even though they did not refer to the price on the cover page.

²⁷ Last page of TA nos. 25–31, 35–36, 40, and 42–43.

²⁸ Cover page of TA nos.23 to no. 52.

²⁹ Cover page of TA no. 64 to no. 67. No. 68 (dated 6 July 1945) did not refer to the price in cover page, nor in the last page.

For the case of no. 65 (dated 17 June 1945), the price was quite special, as much as 2\$00 [i.e. 2 pias-ters].³⁰ It was seemingly due to the special feature commemorating the 13 heroes of the Vietnamese Quốc dân Đảng (Nationalist Party) who were executed in the 1930 Yên Bái rebellion. The issue had a little bit more pages than the other issues of that period (see Table 2).

2. Contents of *Tân Á*

Table 2. The Number of Pages and Special Features of *Tân Á*

No.	Date of issuance	Pages ³¹	Featuring for
1	20/10/1942	20	
2	5/11/1942	20	
3	20/11/1942	22	
4	12/1942	36	Special issue for 8 December (First year anniversary of the Daitoa war)
5	20/12/1942	20	
6	5/1/1943	20	
7	Spring/1943	36	[New year]
8	15/2/1943	28	Special issue on Singapore
9	5/3/1943	24	Special issue on Manchuria
10	20/3/1943	24	
11	5/4/1943	24	
12	20/4/1943	24	
13	5/5/1943	23 ³²	
14	20/5/1943	24	Special issue for the anniversary of Japanese navy
15	20/6/1943	22 ³³	
16	[7/1943]	27 ³⁴	Special issue on New China
17	20/7/1943	22 ³⁵	
18	5/8/1943	23 ³⁶	
19	20/8/1943	22 ³⁷	Special issue on Burmese independence
20	5/9/1943	23 ³⁸	
21	20/9/1943	22 ³⁹	
22	5/10/1943	22 ⁴⁰	
23	20/10/1943	40	Special issue to celebrate the one-year anniversary of the magazine publication [Philippine independence]
24	5/11/1943	38 ⁴¹	
25	20/11/1943	39 ⁴²	
26	8/12/1943	39 ⁴³	[Second anniversary of the Daitoa War]
27	20/12/1943	39 ⁴⁴	
28	Spring/1944	46	[New Year]
29	10/2/1944	40	[Second anniversary of the victory in Singapore]

³⁰ Back cover of *TA*, no. 65.

³¹ Including the front cover and back cover of the magazine.

³² The back sheet of the front cover is not counted, because it was blank.

³³ The back sheet of the front cover and that of the back cover are not counted, because they were blank.

³⁴ The back sheet of the front cover is not counted, because it was blank.

³⁵ The back sheet of the front cove and that of the back cover are not counted, because they were blank.

³⁶ The back sheet of the front cover is not counted, because it was blank.

³⁷ The back sheet of the front cove and that of the back cover are not counted, because they were blank.

³⁸ The back sheet of the front cove and that of the back cover are not counted, because they were blank.

³⁹ The back sheet of the front cove and that of the back cover are not counted, because they were blank.

⁴⁰ The back sheet of the front cove and that of the back cover are not counted, because they were blank.

⁴¹ The back sheet of the front cove and that of the back cover are not counted, because they were blank.

⁴² The back sheet of the front cover is not counted, because it was blank.

⁴³ The back sheet of the front cover is not counted, because it was blank.

⁴⁴ The back sheet of the front cover is not counted, because it was blank.

Tân Á (New Asia)

Table 2. Continued.

No.	Date of issuance	Pages	Featuring for
30	25/2/1944	32	Issue on the Army
31	10/3/1944	32	
32	25/3/1944	32	
33	10/4/1944	32	
34	5/5/1944	32	Issue on the Navy
35	20/5/1944	32	
36	5/6/1944	28	
37	20/6/1944	28	
38	5/7/1944	28	[First year anniversary of Burmese independence]
39	[7/1944]	28	
40	5/8/1944	24	
41	20/8/1944	28	
42	[9/1944]	28	[Air planes]
43	20/9/1944	27 ⁴⁵	
44	5/10/1944	28	
45	20/10/1944	26	
46	5/11/1944	28	[Education in Japan]
47	20/11/1944	28	
48	5/12/1944	28	
49	20/12/1944	28	
50	1/1945	28	[Third year anniversary of the Daitoa War]
51	Tet /1945	28	
52	20/2/1945	32	
55	23/3/1945	16	
60	4/5/1945	16	[Women in Japan and Greater East Asia]
61	18/5/1945	16	
62	23/5/1945	16	
63	1/6/1945	16	
64	8/6/1945	16	
65	17/6/1945	20 ⁴⁶	
66	22/6/1945	16	
67	29/6/1945	16	
68	6/7/1945	16	
69	20/7/1945	16	
72	10/8/1945	[14+2] ⁴⁷	

[Number of Pages]

Table 2 shows the number of pages per each issue of the magazine. During the first year of the publication (from no. 1 dated 20 Nov. 1942 to no. 22 dated 5 Nov. 1943), each issue had 20–24 pages including the front and back cover sheets, except for special issues to celebrate the first-year anniversary of the Daitoa War (no. 4), the lunar new year (no. 7), and the Japanese victory in Singapore (no. 8)

During the golden age, from no. 23 (dated 20 Nov. 1943) to no. 29 (dated 10 Feb. 1944), the magazine had as long as 38–40 pages per each issue.

⁴⁵ The back sheet of the front cover is not counted, because it was blank.

⁴⁶ The back sheet of the front cover and that of the back cover are not counted, because they were blank.

⁴⁷ The last page and the back cover of no. 72 are missing in the collection.

From no. 30 (dated 25 Feb. 1944) to no. 35 (dated 20 May 1944), the magazine had 32 pages per each issue. From no. 36 (dated 5 June 1944) to no. 51 (dated Tet 1945), the magazine had 28 pages except for nos. 40, 43, and 45. No. 52 (dated 20 Feb. 1945) had 32 pages to celebrate the lunar new year.

After the Japanese coup in March 1945, the magazine began to be published weekly. Accordingly, the number of pages was reduced to 16, except for the special issue no. 65 (dated 17 June 1945) which had 20 pages to honor the 13 revolutionaries of Việt Nam Quốc Dân Đảng (Vietnam Nationalist Party) who were executed in Yên Bái on 17 June 1930.

[Front Covers of the Magazine]

The front cover of the first issue (dated 20 October 1942) had a rather simple geometric design (see Image 1). The similar image was printed in nos. 2, 3, 5 and 6 (see Image 2). The 4th issue (published in December 1942) had a slightly different geometric design to commemorate the first-year anniversary of the Daitoa War (see Image 3).

Image 1. Front Cover of the First Issue



Image 2. Front Cover of the 6th Issue



Image 3. Front Cover of the 4th Issue



From the 7th issue (published on the occasion of 1943 lunar new year) to the 52nd issue (dated 20 February 1945), each front cover printed a different illustration or photo. Those images can be categorized at least into five groups.

The first group demonstrated the military strength of Japan, such as an illustration of a Japanese tank (Image 4) in the 31st issue (dated 10 March 1944) and a photo of a Japanese battleship (Image 5) in the 47th issue (dated 20 November 1944).

Tân Á (New Asia)

Image 4. Front Cover of the 31st Issue**Image 5.** Front Cover of the 47th Issue

The second group suggested the friendship and solidarity between Japan and the rest of Greater East Asia, such as an illustration in the 16th issue (the exact date of issuance unclear, but seemingly published in July 1943) which depicted the solidarity between Japan and new China (see Image 6), and an illustration in the 28th issue (published on the occasion of the 1944 lunar new year) which visualized the friendship between Japan and Vietnam (see Image 7).

Image 6. Front Cover of the 16th Issue**Image 7.** Front Cover of the 28th Issue

The third group praised the construction of the Greater East Asia, such as an illustration to congratulate the Burmese independence (Image 8) in the 19th issue (dated 20 August 1943) and a photo of a factory (whose location was unclear) (Image 9) in the 43rd issue (dated 20 September 1944).

Image 8. Front Cover of the 19th Issue**Image 9.** Front Cover of the 43rd Issue

The fourth group showed the Japanese people working and struggling hard for the victory, such as a photo of a Japanese telegraph operator (Image 10) in the 33rd issue (dated 10 April 1944) and a photo of a Japanese girl learning at a medical school (Image 11) in the 41st issue (dated 20 August 1944).

Image 10. Front Cover of the 33rd Issue**Image 11.** Front Cover of the 41st Issue

The fifth group introduced the culture of Japan and sometimes that of other countries in Greater East Asia, such as a photo of a Japanese girl playing musical instrument Koto (Image 12) in the 15th issue (dated 20 June 1943) and an illustration of a Kabuki actor (Image 13) in the 20th issue (dated 5 September 1943), as well as an illustration of a Malay dancer with musicians (Image 14) in the 25th issue (dated 20 November 1943). A picture of plum tree drawn by Japanese painter Sekiguchi (Image 15) in the 51st issue (published on the occasion of the 1945 lunar new year) was not only an example of Japanese art. It also demonstrated the commonness of traditional culture between Japan and Vietnam.

Tân Á (New Asia)

Image 12. Front Cover of the 15th Issue**Image 13.** Front Cover of the 20th Issue**Image 14.** Front Cover of the 25th Issue**Image 15.** Front cover of the 51st Issue

After the Japanese coup in March 1945, the magazine stopped printing illustrations and photos in front cover, in order to save space.⁴⁸ Except for no. 65, all other issues in the author's collection, i.e. nos. 55, 60–64, 66–69 and 72, had the same layout, as shown in Image 16. No. 65 (dated 17 June 1945) was a special issue to commemorate the 13 revolutionaries of Việt Nam Quốc Dân Đảng (Nationalist Party), as mentioned above. Its cover page had an image of the Party leader Nguyễn-Thái-Học (left side) and his comrade (seemingly Phó Đức Chính) (see Image 17).⁴⁹

⁴⁸ The back cover of nos. 55, 60–64, and 66–67 had an advertisement with illustration. No other pages had any illustrations or photos at all.

⁴⁹ Other pages and the back cover of no. 65 had no illustrations nor photos at all.

Image 16. Front Cover of the 60th IssueImage 17. Front Cover of the 65th Issue

[Writers in the magazine]

Generally speaking, the magazine contained three types of articles. The articles of the first type talked about general trend and common phenomena in the world and in Greater East Asia, such as the war situation in the Pacific and in Europe. The articles of the second type referred to events and situation in other countries than Indochina and Vietnam, such as the Japanese victory in Malay and Singapore, the development of Manchukuo, and the independence of Burma and the Philippines.⁵⁰ The articles of the third type dealt directly with events and situation in Indochina and Vietnam.

The magazine published after the Japanese coup in March 1945 had much more articles talking about the history and current situation of Indochina and Vietnam. It was because the writers and editors did not have to worry about the French censorship any longer. Some articles even accused French aggression and exploitation in modern history of Indochina and Vietnam. Other articles narrated the stories of Vietnamese nationalists and heroes fighting against French colonialism, such as Phan Bội Châu and the revolutionaries of Việt Nam Quốc Dân Đảng. Some other articles blessed the Vietnamese independence⁵¹ and called for the Vietnamese to contribute to the co-prosperity building in Greater East Asia.

Some articles and columns had no names of author, or only initials such as L.M., N.X.Q., and X.Y.Z. Some others had the names such as S.Kimura and Đặng-Ngọc-Anh. It seems that Japanese authors usually wrote draft articles in French, which were translated into Vietnamese by the Vietnamese staff.

Among the Japanese authors, Iwataro Uchiyama, whose title was “Đặc-sứ Nippon” (literally Special envoy of Japan, seemingly consul based in Saigon), contributed an article to the 4th issue (published in December 1942) to celebrate the first-year anniversary of the Daitoa War.⁵² S. Tasiro, whose title was

⁵⁰ The Japanese permitted the “independence” of Burma in August 1943 and of the Philippines in October 1943.

⁵¹ The Japanese told Emperor Bảo Đại to declare “independence” from France on 11 March 1945.

⁵² TA, no. 4, pp. 2–3.

“ministre du Japon à Saigon” (Minister of the Saigon Branch of Japanese Embassy in Indochina) wrote an essay in the 23rd issue (dated 20 October 1943) concerning the “Flowers of Asia” named by the Vietnamese to commemorate the Japanese victory in the sea battle against the Russians in 1905).⁵³ Tasiro also wrote an impression in the 26th issue (8 December 1943) on his trip to Angkor Wat and an episode in the 27th issue (20 December 1943) concerning Sun Yat-Sen.⁵⁴ Junzo Sato, whose title was “Giám đốc phòng Thông-tin của Phái-bộ Nippon (Director of the Communication Office in the Japanese Mission), wrote some words of farewell in the 25th issue (20 November 1943).⁵⁵

K. Yoshizawa, Ambassador to Indochina (based in Hanoi), wrote congratulatory address in the 28th issue (published on the occasion of the 1944 lunar new year)⁵⁶ (see Image 18). Yokoyama, Director of the Japanese Cultural House located in Hanoi, published an essay on his work in the 31st issue (dated 10 March 1944).⁵⁷ T. Kohno, new consul (who had arrived at his post seemingly in Saigon), sent greetings to readers in the 32nd issue (dated 25 March 1944).⁵⁸

Navy Colonel Okuma, whose title was “ty-trưởng ban giao-tiếp tại Đông-Dương” (liaison office chief in Indochina) wrote an article on the fighting spirit of Japanese navy in the 14th issue (dated 20 May 1943).⁵⁹ In the 48th issue (dated 5 December 1944), Rear Admiral Kuroki (seemingly stationed in Indochina) and Taizo Watanabe (whose title was unclear, but probably a diplomat based in Indochina) wrote short essays on the occasion of the third-year anniversary of the Daitoa War.⁶⁰ The first page of the 17th issue (dated 20 July 1943) reported General Matsui’s visit to Saigon. He was a famous retired army general and very influential pan-Asianist in Japan (see Image 19).⁶¹ S. Matuzaki, one of the most active journalists mainly based in Indochina who frequently contributed articles to the magazine, reported General Iwane Matsui’s visit to Hanoi in his article of the 18th issue (dated 5 August 1943).⁶²

A famous writer Kiyosi Komatu based in Indochina contributed a poem “Đại-Đông-Á” (Greater East Asia) in the 26th issue (dated 8 December 1943, i.e. the second-year anniversary of the Daitoa War)⁶³ and an article “Tâm hồn Việt Nam trong truyện Kiều” (Vietnamese soul in the Tale of Kiều) in the 28th issue (published on the occasion of the 1944 lunar new year).⁶⁴

Among Vietnamese writers, Lê Ái Việt was one of the most active contributors to the magazine. His first article was printed in the 11th issue (dated 5 April 1943). That was a summary of Japanese short story “Lòng mẹ” (Mother’s heart).⁶⁵ He also published other articles about the Japanese understanding

⁵³ TA, no. 23, pp. 2–3.

⁵⁴ TA, no. 26, pp. 4–5; and TA, no. 27, pp. 2–3.

⁵⁵ TA, no. 25, pp. 2–3.

⁵⁶ TA, no. 28, pp. 2–3.

⁵⁷ TA, no. 31, pp. 4–5.

⁵⁸ TA, no. 32, pp. 6–7.

⁵⁹ TA, no. 14, pp. 1–2.

⁶⁰ TA, no. 48, p. 4 and p. 5.

⁶¹ TA, no. 17, p. 1. The article had no author’s name.

⁶² TA, no. 18, pp. 4–5.

⁶³ TA, no. 26, pp. 14–15. The poem was translated into Vietnamese by Nguyen Lao.

⁶⁴ TA, no. 28, pp. 4–5. The Tale of Kiều is the most popular epic poem in Vietnam written by Nguyễn Du (1765–1820).

⁶⁵ TA, no. 11, pp. 16–17.

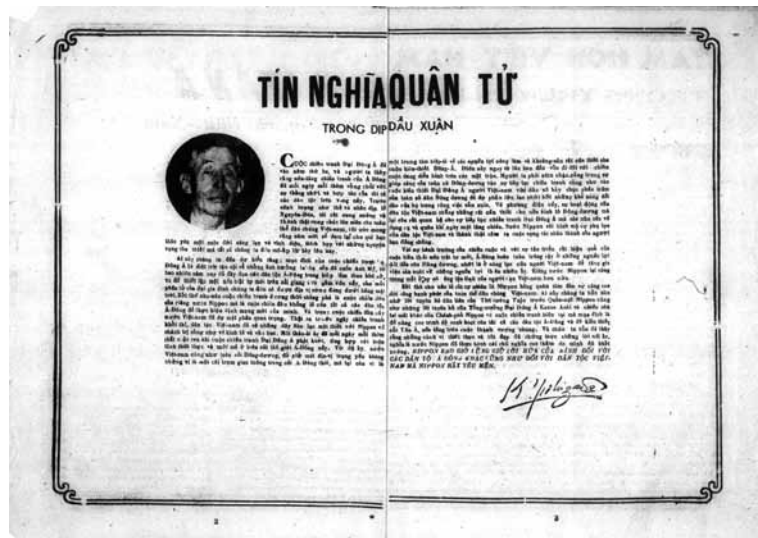
Image 18. Ambassador Kenkichi Yoshizawa's Essay in the 28th Issue

Image 19. Article on General Matsui's Visit of Vietnam in the 17th Issue



and impression of Indochina through books and magazines (in the 15 issue dated 20 June 1943),⁶⁶ Old Japanese towns in Vietnam (in the 23rd issue dated 20 October 1943),⁶⁷ and the Significance of the

⁶⁶ TA, no. 15, pp. 4-5.

⁶⁷ TA, no. 23, pp. 4-6.

Daitoa Declaration (in the 36th issue dated 5 June 1944).⁶⁸ He also wrote stories about Indian volunteer soldiers collaborating with Japanese troops in Burma to invade into their home country (in the 38th issue dated 5 July 1944),⁶⁹ Philippine nationalist José Rizal (in the 44th issue dated 5 October 1944),⁷⁰ and Soviet Komsomol as an example of heroic youth organization (in the 46th issue dated 5 November 1944).⁷¹ His last essay “Trong gia-đình Đại-Đông-Á” (In the family of Greater East Asia) was printed in the 69th issue dated 20 July 1945, in which he narrated the patriotic actions and feelings in Sumatra, Java, and Singapore.⁷² Thus, he had close attachment to the magazine from the early period to the final days of World War II. His writings covered a wide range of topics.

[Current News and Commentaries]

It seems that the magazine had several purposes. Without a doubt, one of the most important was to provide Vietnamese readers with current news and commentaries from the Japanese point of view.

Concerning current news, the 1st and the 2nd issues of the magazine (dated 20 October and 5 November 1942 respectively) had “Bốn biển năm châu” (Four oceans and Five continents), whose author’s name was initialed by X.⁷³

The 8th and the 9th issues (dated 15 February and 5 March 1943 respectively) had “Năm Châu Bốn Biển” (Five continents and Four oceans)⁷⁴ to provide news in the world, especially in East Asia. The 9th issue marked its author’s name as Tei-Shun-Sho.

From the 3rd issue (dated 20 November 1942), the magazine had a half-page column entitled “15 ngày qua” (Fifteen past days). Until no. 50 (published in January 1945), almost all of the issues had a half-page (sometimes one-page) column with the same title to provide brief news in the world.⁷⁵

In addition, from the 10th issue (dated 20 March 1943), the magazine had a two-page column under the title of “Sóng gió năm châu” (Events in Five continents) to provide news in the world, especially the war situation in East Asia and Europe. From the 10th issue to the 21st issue (dated 20 September 1943), the author of the column was Tei Shun Sho, or T.S.S. The 22nd issue (dated 5 October 1943) did not have the column. And from the 23rd issue (dated 20 October 1943) to the 29th issue (dated 10 February 1944) the author was Miyamoto. From the 30th issue (dated 25 February 1944) to 52 (dated 20 February 1945) the author was Cung Bôn.⁷⁶ Even after the Japanese coup in March 1945, the magazine continued the column of the same title. From the 55th issue (dated 23 March 1945) to the 72nd issue

⁶⁸ TA, no. 36, pp. 1–3.

⁶⁹ TA, no. 38, pp. 8–9.

⁷⁰ TA, no. 44, pp. 4–7.

⁷¹ TA, no. 46, pp. 18–19.

⁷² TA, no. 69, p. 15.

⁷³ TA, no. 1, p. 1; and TA, no. 2, p. 1. The author was initialed by X.

⁷⁴ TA, no. 8, pp. 14–15 had no author’s name. TA, no. 9, pp. 12–13 had the author’s name Tei-Shun-Sho for the news on China, but no author’s name for the news of other regions.

⁷⁵ Between the 3rd and the 50th issue, only the 8th issue (dated 15 February 1943) missed such a column.

⁷⁶ During the period, the 31st issue (dated 10 March 1944) and the 42nd issue (published in September 1944) did not have the column. The column in the 43rd issue (dated 20 September 1944) missed the author’s name.

(dated 10 August 1945), the author's name was Cung Bồn, Công Bồn or C.B, except for the 67th issue (dated 29 June 1945) which did not mention the author's name.⁷⁷

As for news commentaries, the first and the second issues of the magazine (dated 20 October and 5 November 1942 respectively) had “Thế-giới thời cuộc bình giải” (Commentaries on current situation in the world), whose author was Kimindo Nagayoshi.⁷⁸

From the 3rd issue (dated 20 November 1942) to the 7th issue (published on the occasion of the 1943 lunar new year), the magazine had “Thế giới thời bình” (World news commentaries). Among them, only the article in the 3rd issue marked the author's name K.Nagayoshi.

The 22nd issue (dated 5 October 1943) had an article with the same title, whose author was Miyamoto. Again the 31st issue (dated 10 March 1944) had an article with the same title, but its author was Cung Bồn.

In addition, from the 20th issue (dated 5 September 1943), a Japanese author named Yamato Taro frequently wrote a two- or one-page essay “Đó... Đây” (Here and There) concerning current events in the world, especially in East Asia. Even after the Japanese coup in March 1945, he continued writing essays with the same title. His last essay was printed in the 72nd issue (date 10 August 1945).⁷⁹

[Japanese Lessons]

Another important role of the magazine was to diffuse Japanese as the common language in Greater East Asia.⁸⁰ The magazine had serial articles and columns for that purpose.

Introductory lessons of “Tiếng Nhật thực-hành” (practical Japanese) were started from the 1st issue (dated 20 October 1942). The first author was Sigekazu Kawamura, former professor of Fukushima Commercial College.⁸¹ The lessons continued till the 12th issue (dated 20 April 1943), in which the editor announced that Kawamura would stop teaching, and his replacement would start other lessons in the near future.⁸²

In actuality, the first lesson was given by his successor S. Kimura in the 15th issue (dated 20 June 1943). According to his foreword, he had taught Japanese in Saigon for one year and a half, though he was not a professional teacher of the language.⁸³ Kimura continued his lessons by himself from no. 16 (published in July 1943) to no. 27 (dated 20 December 1943).⁸⁴ From the 28th issue (published on the

⁷⁷ During the period, the 65th issue (dated 17 June 1945) did not have the column. The 56th, 57th, 58th, and 59th issues, as well as the 70th and the 71st issues are missing in the author's collection.

⁷⁸ TA, no. 1, pp. 2-3; and TA, no. 2, pp. 2-3.

⁷⁹ Yamato Taro's essays were printed in the following issues: 20, 24, 25, 26, 27, 28, 29, 30, 31, 32, 33, 34, 35, 36, 37, 38, 39, 40, 41, 42, 43, 44, 45, 46, 47, 48, 49, 50, 51, 52, 55, 62, and 72.

⁸⁰ S.Kimura in charge of Japanese lessons in the magazine frankly affirmed “Japanese is the common language in the whole region of Greater East Asia.” TA, no. 45, p. 21.

⁸¹ TA, no. 1, pp. 12-13.

⁸² TA, no. 12, p. 19.

⁸³ TA, no. 15, pp. 18-19.

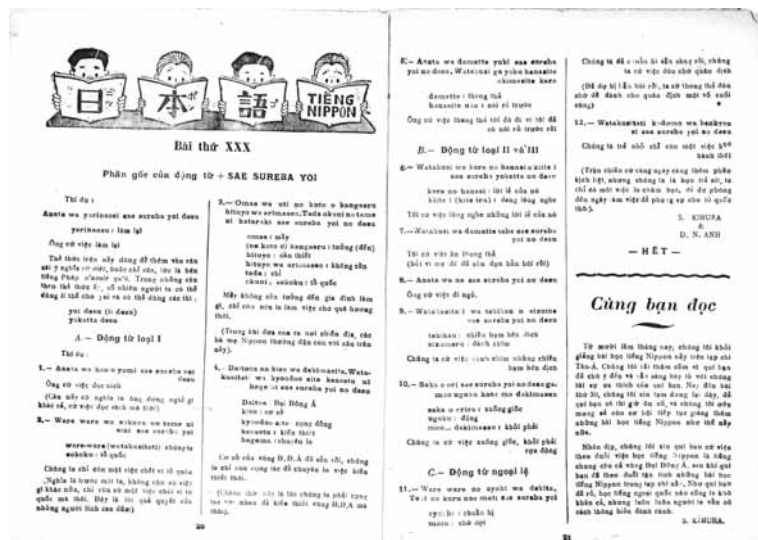
⁸⁴ During this period, the 20th issue (dated 5 September 1943) did not have the Japanese lesson. All other issues had Kimura's lessons.

Tân Á (New Asia)

occasion of the 1944 lunar new year), the lessons were jointly prepared by S.Kimura and Đặng Ngọc Anh.⁸⁵ Co-authored lessons continued until no. 45 (20 October 1944), in which Kimura announced that they would stop temporarily teaching Japanese in the magazine (see Image 20).⁸⁶

In the meantime, the magazine started a small column to introduce Japanese proverbs and idioms in no. 24 (dated 5 November 1943).⁸⁷ The column continued till no. 36 (dated 5 June 1944). Each issue referred to two or three sentences.⁸⁸

Image 20. Final Lesson of Japanese by S.Kimura and Đặng Ngọc Anh printed in the 45th Issue



[Some other series]

The magazine had a variety of serial articles and columns.

In the early issues, the magazine paid attention to natural resources produced in the region. Serial articles were written by Kozeki under the title of “Thổ sản miền Đông-Á” (Natural resource in the East Asian region), on cotton (in the 19th issue dated 20 August 1943), cinchona (material for quinine) (in the 20th issue dated 5 September 1943), tobacco (in the 21st issue dated 20 September 1943), and tea (in the 22nd issue dated 5 October 1943). The same author had another series of articles under the title of “Lịch sử các sản vật miền Đông-Á” (History of resources in the East Asian region). He wrote articles on iron (in the 23rd issue dated 20 October 1943), tin (in the 24th issue dated 5 November 1943), bauxite (in the 26th issue dated 8 December 1943), and coal (in the 29th issue dated 10 February 1944).

⁸⁵ TA, no. 28, pp. 36–37.

⁸⁶ TA, no. 45, pp. 20–21.

⁸⁷ TA, no. 24, p. 36.

⁸⁸ During this period, the 32nd issue (dated 25 March 1944) and the 33rd issue (dated 10 April 1944) did not have the column of proverbs and idioms. And the 28th issue (published on the occasion of the 1944 lunar new year) had a small column to introduce two Japanese proverbs concerning new year days.

From the early period, the magazine published a series of articles accusing the Anglo-American colonialism. The 11th issue (dated 5 April 1943) printed an article written by N.S.: “Chánh sách thực dân của Anh-Mỹ” (Anglo-American Colonialist Policy). The successive articles by the same author with the same title were published in the issues of 15 (dated 20 June 1943), 16 (published in July 1943), 17 (20 July 1943), 18 (5 August 1943), 20 (5 September 1943), and 21 (20 September 1943).

During the same period, Kozeki’s article “Lịch sử cao-su hay là lịch-sử chánh-sách bóc lột của Anh-Mỹ” (History of rubber, or the history of Anglo-American exploitative policy) was also published in the 11th issue.⁸⁹ An anonymous article “Đế quốc Anh trước thềm Châu Á: Nhân ngày Miến-điện trở về tay người Miến” (British Empire standing on the periphery of Asia: an essay written on the occasion of Burma being returned to the Burmese) was published in the 20th issue (dated 5 September 1943). This article typically revealed the Japanese idea of that period: in order to construct the Greater East Asian co-prosperity, Japan was willing to support the East Asians to fight against Anglo-American colonialism.⁹⁰ The same idea was visualized in a collection of cartoons published in the 14th issue (dated 20 May 1943) under the title of “Ngăn đường Anh Mỹ” (Blocking the road of Anglo-Americans) (see Image 21).⁹¹

During the period prior to March 1945, the magazine only blamed Anglo-American colonialism, carefully avoiding direct criticisms against the French. However, after the Japanese coup de force on 9 March 1945, it started verbal attacks against French colonialism.

The first volume after the Japanese coup in the author’s collection is no. 55 (dated 23 March 1945). It contained an article “Pháp quân xâm việt sử: II” (History of French military invasion into Vietnam: II) written by N.X.Q.⁹² The next copy in the author’s holdings is the 60th issue (dated 4 May 5 1945), in which “Pháp quân xâm việt sử: VII” was printed.⁹³ All the successive issues from no. 61 to 69, except for no. 65 (which was the special issue to honor the 13 revolutionaries of Việt Nam Quốc dân Đảng), had the serial articles of “Pháp quân xâm việt sử”. The last copy in the author’s holdings is no. 72 (dated 10 August 1945), which printed “Pháp quân xâm việt sử: XVIII”, where the author’s full name was clearly marked: Nguyễn-Xuân-Quang.⁹⁴

A series of “Nhơn vật mới vùng Tân-Á” (New figures in New Asia) reported only three persons: Thai Prime Minister Pibul (written by M.M. in the 7th issue published in Spring 1943), Wang Jingwei (the first part written by S.K. in the 9th issue dated 5 March 1943 and the second part written by Matsuzaki in the 10th issue dated 20 March 1943), and Rash Béhari Bose (written by Matsuzaki in the 11th issue dated 5 April 1943). In the meantime, another important person in Burma, Ba Mawung was introduced in an independent article (out of the series) written by M.M. in the 6th issue (5 January 1943).

⁸⁹ TA, no. 11, pp. 12–13.

⁹⁰ TA, no. 20, pp. 14–15.

⁹¹ TA, no. 14, pp. 10–11.

⁹² TA, no. 55, pp. 11–12.

⁹³ TA, no. 60, pp. 13–14.

⁹⁴ TA, no. 72, pp. 13–14.

Another series “Vòng quanh Tân-Á” (Looking around New Asia) introduced the situation of other countries in the region, such as Thailand (in the 12th issue dated 20 April 1943), Burma (in the 13th issue dated 5 May 1943), Malay (in the 15th issue dated 20 June 1943), Jawa (in the 16th issue published in July 1943), and the Philipinnes (in the 17th issue dated 20 July 1943). The author of the series was Matsuzaki.

The series of “Dân tộc Đại Đông Á tham dự chiến tranh” (Greater East Asian nations joining the war) had only three articles: on Manchukuo (in the 19th issue dated 20 August 1943), New China (in the 20th issue dated 5 September 1943) and Thailand (in the 21st issue dated on 20 September 1943). The author was again S. Matuzaki.

The magazine was quite eager to provide readers with various information on old and current Japan.

For instance, the series of “Bốn mùa bên Nippon” (Four seasons in Japan) introduced Japanese daily life and customs in spring (in the 13 issue dated 5 May 1943), summer (in the 14th issue dated 20 May 1943), autumn (in the 15 the issue dated 20 June 1943), and winter (in the 16th issued published in July 1943). The author of the series was Hirota Ito.

Many articles wrote on Japanese historical figures such as Rintaro (or Kaishu) Katsu, Kinmochi Saizonji... Among them, the magazine chose Takamori Saigo as the main character of a long series. Saigo was a popular and tragic hero during the Meiji Restoration and in the early Meiji period. The issues of 24, 25, 27, 28, 29, 30, and 31 printed serial articles on his life and activities (see Image 22). The author of the series was V.N.

In the meantime, the magazine did not forget about entertainment, so that it could attract many readers. In the 31st issue (dated 10 March 1944), four-panel cartoon was printed for the first time. It was drawn by Y. Kurakane (see Image 22).⁹⁵ The works by the same cartoonist were printed rather regularly in the successive issues till no. 51 (published on the occasion of the 1945 lunar new year).⁹⁶

Japanese old and recent tales were often printed as well. The earlier issues (nos. 1, 2, 3, 4, 7, and 9) printed short stories under the title of “chuyện đời xưa Nippon” (Japanese old tales). Then, the issues of 11, 12, 13, 22, 23, 27, 28, and 29 introduced short stories under the title of “truyện ngắn Nippon” (Japanese short stories).

It is worth noting that the magazine editors were very fascinated with Yuzo Yamamoto’s works. The 8th issue (dated 15 February 1943) introduced in 3 pages the summary of a novel written by Yuzo Yamamoto: “Sá gì thân” (literally Spare no life), whose original title in Japanese was “Fushaku Shinmyo”, the story of a Samurai who devotedly served Shogun Hidetada.⁹⁷ The 33rd issue (dated 10 April 1944) printed in 11 pages Yuzo Yamamoto’s scenario “Trăm bao gạo” (Kome hyappyou: 100 bags of rice), the story of a samurai who spent huge amount of money to build a school for training future talents.⁹⁸

Many poems were also printed in the magazine. The issues of 13, 15, 16, 21, 22, 28, 29, 30 and 31

⁹⁵ TA, no. 31, p. 20. The signature of cartoonist was at the upper corner of the last panel.

⁹⁶ All in all, the four-panel cartoons were printed in the issues of 31, 32, 33, 34, 35, 36, 37, 42, 44, 45, 46, 47, 48, 49, and 51, as far as the author confirms from his holdings.

⁹⁷ TA, no. 8, pp. 16–18.

⁹⁸ TA, no. 33, pp. 14–18, 20–26.

Masaya Shiraishi

Image 21. Collection of cartoons in the 14th IssueImage 22. Four-panel Cartoon and the First page of a serial article on Takamori Saigo in the 31st Issue

had a one-page column under the title of “Thi-ca Tân-Á” (Poetry of New Asia). For example, the 13th issue (dated 5 May 1943) contained 5 poems in one page. Four of them were written by Tân-Á [seemingly the magazine’s staff member(s)], Đỗ-Văn-Cổ, Một Độc Giả [a magazine reader] and Bình Minh [probably pen name] respectively, while another had no author’s name.⁹⁹

From the 32nd issue (dated 25 March 1944), the magazine continued printing poems, though it did not specifically put the title of “Thi-ca Tân-Á” for the column. Even after the Japanese coup in March

⁹⁹ TA, no. 13, p. 7.

1945, some issues spent precious space to poetry. For example, a part of the front cover page of the 63rd issue (dated 1 June 1945) was devoted to a poem “Gọi đồng-bào” (Appeal to compatriots), which was sent by a reader from Rachgia, named Phạm-Mười. Again, a part of the front cover of the 67th issue (dated 29 June 1945) was for a poem “Gọi hồn thiếu niên” (Appeal to the youth’s soul) by Phan-bội-Châu, who was a famous nationalist at the beginning of the 20th century. Finally, a part of the front cover space in the 68th issue (dated 6 July 1945) was for a poem without title written by a person named Đỗ Chiếu.

As such, the poetry column was not only for the entertainment, but also for the political purpose to mobilize the people’s support for the construction of Greater East Asian co-prosperity and (especially during the post-coup period) to arouse their patriotic sentiments. The editorial board also tried to attract readers’ strong attachment to the magazine, by printing some poems sent by them.

The issues of 42, 43, 44, 45, 46, 47, 48, 49, 50, 51, 52, and 55 had a one-page column of “孫子” written by S. Kimura. 孫子 (Tôn Tử in Vietnamese and Sun Tzu in Chinese) was a famous military strategist in ancient China. It is not clear whether the author of this series was identical with that of the Japanese lessons.

[Movies]

The magazine also paid much attention to Japanese movies, as the objects of entertainment and propaganda.

Another side of the back cover in the 1st issue (dated 20 October 1942) was a space to advertise Japanese movies provided by Nam Hải Điện Ảnh Hội (Société des films des Mers du Sud). This movie company had branches in Southeast Asian cities, such as Hanoi, Saigon, Rangoon, Bangkok, Manila, and Batavia. It announced the forthcoming movies to be screened in Theater Eden in Saigon. Those were “Dan-ryu” (Au chaud courant de la Vie) performed by famous actress Mineko Takamine; “Kibo-no-Ao-zora” (La Recherche du Bonheur) by two famous actresses Takamine Hideko and Hara Setsuko; “Atarasi-ki Tuti” (La Terre Nouvelle) by Hara Setsuko; “Titi Ari-ki” (Le Coeur d’un Père) by actress Mituko Mito and actor Shuji Sano; and “Nan-kai no Hana-tabu” (Boquet des Mers du Sud).

The same space in the 2nd issue (dated 5 November 1942) had an advertisement for “Son-Go-Ku”¹⁰⁰ performed by comedian Enoken and actress Takamine Hideko, in addition to the movies mentioned in the first issue: “Kibo-no-Ao-zora”, “Titi Ari-ki”, and “Atarasi-ki Tuti.”

In the 9th issue (dated 5 March 1943), another side of the front cover had an advertisement on the Japanese films to be released at the Eden theater from 23 to 28 March: “Patrouille Héroïque” which had been screened at the Venice biennale festival; “Fleur Maternelle”; and the above mentioned film “Le Coeur d’un Père” (Japanese original title was Titi Ari-ki) whose director was Yasujiro Ozu.

The same space of the 11th issue (dated 5 April 1943) advertised films to be shown at Eden: “Le

¹⁰⁰ Songoku (Sun Wukong in Chinese) was a monkey with supernatural power in a Chinese fictional novel, who made a dangerous trip to India together with high Buddhist priest Sanzo Hoshi. The story has been very popular even to the present.

Jugement du Destin” acted by Mineko Takamine; “Route d’Asie”¹⁰¹; “Au seul de la Vie”; and “Pureté de la Neige”, in addition to “Patrouille Héroïque” which had been mentioned in the 9th issue.

Thus, in the advertisement pages of the earliest issues, Japanese movie titles were usually translated into French. This fact suggests that those films had French subtitles, but not Vietnamese. The editors of Magazine Tàn Á tried to fill this kind of linguistic gap, by printing Vietnamese articles to explain the film stories.

For example, the 2nd issue (5 November 1942) of the magazine published an article whose title was “Đất mới—La Terre Nouvelle” (New Land) (see Image 23). It introduced the film “Atarasi-ki Tuti,” which had been advertised in the 1st and the 2nd issues.¹⁰² The 12th issue (20 April 1943) had an article entitled “Tuần quân cảm-tử” (Patrol soldiers with desperate determination). It introduced the film “Patrouille Héroïque”, advertised in 9th and the 11th issues¹⁰³. The 18th issue (dated 5 August 1943) had another article whose title was “Tấm lòng cha (Chuyện phim)” (Father’s heart: a film story) (see Image 24). It introduced the film “Titi Ari-ki” (Le Coeur d’un Père), which had been advertised in the 1st, the 2nd and the 9th issues.¹⁰⁴

Image 23. Article on Japanese Movie “Atarasi-ki Tuti” in the 2nd Issue **Image 24.** Article on Japanese Movie “Titi Ari-ki” in the 18th Issue



In the meanwhile, the Japanese authorities in charge of cultural activities in Indochina had some efforts to show several films in the Vietnamese language. The 6th issue (5 January 1943) of Magazine Tàn Á had an article entitled “Phim Nippon tiếng Annam” (Japanese movies in the Annamese language), whose author’s name was not marked. It announced that four Japanese films would be released at the Saigon Exposition.¹⁰⁵ Among them, “Oai nghi của Quân đội Nippon” (Dignity of Japanese troops) was a movie to show the powerful and well-disciplined Japanese troops. “Thanh niên Nippon bơi lội” (Swimming race of the Japanese youth) (to be explained in French) was a film to show the Japanese youth engaging in swimming race. The Japanese swimming team had got excellent results

¹⁰¹ The back cover of the 18th issue (dated 5 August 1943) mentioned the title of the same film not only in French, but also in Vietnamese: “Đường Đông-Á (Route d’Asie)”¹. The film would be released at the Eden theater from 17 to 22 August.

¹⁰² TA, no. 2, pp. 12–13.

¹⁰³ TA, no. 12, pp. 14–15.

¹⁰⁴ TA, no. 18, pp. 14–15.

¹⁰⁵ Concerning the Saigon Exposition, see the second part of this paper to be printed in the next issue of the Journal.

in the Berlin Olympic games in 1936. “Cánh hồng” (Goose wings) was a movie to demonstrate the high technology of Japanese aircraft industry. “Đại hội trên tuyết” (Great meeting on the snow) was a documentary film on a winter sport meeting in Japan where East Asian students (including Japanese) got together.¹⁰⁶

The 9th issue (dated 5 March 1943) had a small column to announce a meeting jointly organized by the Sở Du-lịch Nippon (Japanese Tourist Bureau) and the Maison A-Sau (which acted as the magazine’s sales agent) at the Nguyễn Văn Hảo theatre on the evening of 10 March [Japanese Army Day]. The program would consist of a lecture on the current situation of Manchukuo and a new Japanese movie. Although the announcement did not mention whether the movie had Vietnamese subtitles, the lecture would be given in the “Annamese language”.¹⁰⁷

The 22nd issue (dated 5 October 1943) printed an interesting article whose title was “Phim Nippon trong con mắt của người Nam” (Japanese movies through the Vietnamese eyes). It reported the result of the essay contest organized by the magazine on Japanese movies. 73 essays were sent, among which three gained the prize and five others were registered as fine works¹⁰⁸.

Another example of the linkage between the magazine’s advertisement and introductory article was the case of a film flaunting the initial victories of Japanese air force in the war. The 14th issue (dated 20 May 1945) had an advertisement of “Cuộc không chiến Hawaii-Malai” (Air battles of Hawaii and Malay) in the back cover, while printing an article introducing the film “La bataille des ailes HAWAÏ-MALAISIE” in pp. 18–19.¹⁰⁹

Many other films were advertised in the Magazine¹¹⁰, such as “Âm nhạc bình minh” (Music at dawn) to be screened at Eden from 24 to 29 November 1942¹¹¹; “Thiên anh hùng ca đất Tan-Gia-ba” (Hero song in the heaven and Singapore on the ground)¹¹²; “Không quân đại thắng” (Great victory of the air force)¹¹³; “Hạnh phúc dương xuân” (Happiness in springtime)¹¹⁴; “Trở về dĩ vãng” (Return to the past)¹¹⁵; “Võ sĩ Sanshiro” (Samurai Sanshiro)¹¹⁶; “Không quân ta ở Miến Điện” (Our air force in Burma) (See Image 25)¹¹⁷; “Tài trai” (A talented man)¹¹⁸; “Tình đồng loại” (Feelings among the people of the same kind)¹¹⁹; “Thù

¹⁰⁶ TA, no. 6, p. 15.

¹⁰⁷ TA, no. 9, p. 20.

¹⁰⁸ TA, no. 22, pp. 6–8.

¹⁰⁹ Here, the movie title in the advertisement was spelled in Vietnamese, while the one in the article was in French.

¹¹⁰ From no. 23 to no. 52, only the 43rd issue (20 September 1944) had no advertisement on Japanese movies. All other issues had an advertisement page of Japanese movies (one item per each issue).

¹¹¹ TA, no. 23 (20 October 1943), the back side of the front cover.

¹¹² TA, no. 25 (20 November 1943), another side of the back cover.

¹¹³ TA, no. 26 (8, December 1943) and no. 32 (dated 25 March 1944), both on another side of the back cover.

¹¹⁴ TA, no. 27 (20, December 1943), another side of the back cover. The advertisement said it was a love story among artists.

¹¹⁵ TA, no. 28 (Spring 1943), another side of the front cover. The advertisement explained it was a film on the militant spirit (of Samurai) in old days and the spirit of the Japanese youth at present.

¹¹⁶ TA, no. 29 (10 February 1944), another side of the back cover.

¹¹⁷ TA, no. 30 (25 February 1944), another side of the back cover.

¹¹⁸ TA, no. 31 (10 March 1944), no. 33 (10 April 1944), and no. 38 (5 July 1944), all on another side of the back cover. The advertisement said it was a film on the Japanese spirit devoted to their duty.

¹¹⁹ TA, no. 34 (5 May 1944), another side of the back cover.

quân đại chiến” (Great War of the navy) ” to be screened from 8 to 13 August 1944¹²⁰; “Trên đường tự do” (On the road to freedom)¹²¹; “Sắt và lửa” (Iron and fire) to be screened at Eden from 29 August to 3 September 1944¹²²; “Trước giờ xuất chinh” (Before the departure to battle field) which would be released at Eden¹²³; “Rình trên mặt biển” (Waiting for the chance on the sea)¹²⁴; “Tình duyên (Le jeu du mariage)” (which meant Love in the Vietnamese title and Joy of marriage in the French title) to be screened at Eden from 21 to 26 November 1944¹²⁵; “Cất cánh về Nam” (Take-off toward the south) to be screened at Eden from 5 to 10 December 1944¹²⁶; “Phụng hoàng Kato” (Phoenix Kato)¹²⁷; and “Khói lửa biên thù” (Fires of war in the frontier).¹²⁸

During the post-coup period, the 62nd issue (23 May 1945) advertised the film “Trở về cố hương” (Return to the home province), and the 67th issue (6 Junly 1945) “Chiến khí X62” (Gas weapobon X62).¹²⁹

Image 25. Advertisement of the Film “Our Air force in Burma” In the 30th Issue

The image shows two pages from a Vietnamese magazine. The left page is titled "It nhiều ngôn ngữ Nippon giống hệt Việt-nam" (Many Japanese languages are very similar to Vietnamese). It contains text about Japanese language and film, mentioning "Sau khi biên tập" (After editing). The right page is a large advertisement for the film "KHÔNG QUÂN TA" (Our Air Force). It features a black and white photo of a pilot in a cockpit, with the text "KHÔNG QUÂN TA" and "MIỀN DIỆM" (The Land of the Dead). The advertisement also includes the text "NIPPON EIGA SHYA SẢN XUẤT DƯỚI KIỂM-SOÁT CỦA CÁC NHÀ CHUYÊN KHÔNG QUÂN THIÊN HOÀNG" (Produced by Nippon Eiga Shya under the supervision of the experts of the Imperial Air Force).

¹²⁰ TA, no. 35 (20 May 1944), no. 37 (20 June 1944), no. 39 (July 1944), and no. 40 (5 August 1944), all on another side of the back cover.

¹²¹ TA, no. 36 (5 June 1944), another side of the back cover. The advertisement said that it was the first film played together with Philippine actors. It was about the battle in Corregidor.

¹²² TA, no. 41 (20 August 1944) and no. 42 (September 1944), both on another side of the back cover.

¹²³ TA, no. 44 (5 October 1944), another side of the back cover.

¹²⁴ TA, no. 45 (20 October 1944), another side of the back cover. The advertisement said that it was the first film speaking in the Annamese language.

¹²⁵ TA, no. 46 (5 November 1944), another side of the back cover. The advertisement said that the film was presented to the young people for fun.

¹²⁶ TA, no. 47 (20 November 1944) and no. 48 (5 December 1944), both on another side of the back cover. The advertisement said that the film was on a reconnaissance airplane.

¹²⁷ TA, no. 49 (20 December 1944), no. 50 (January 1945), and no. 51 (Tết 1945), all on another side of the back cover. General Tateo Kato was the chief of the Yayabusa squadron.

¹²⁸ TA, no. 52 (20 February 1945), another side of the back cover.

¹²⁹ Both on the back cover of the magazine.

Image 26. Article on the Film <Phoenix Kato> in the 50th Issue

PHỤNG -
*Hãy trông kìa đoàn
rắn rộ bay nổi nhau*





HOÀNG KATO
*chiến cơ Hayabusa
trên vùng mây trắng*





In addition to the above advertisements, the 23rd issue (20 October 1943) had an article “Chớp bóng Gia đình êm ấm: Chuyện phim” (Screening the film “A peaceful family”). The author’s name was initialed by S.K.¹³⁰

The 28th issue (Spring 1943) had an article on the film “Trở về dĩ vãng” (Return to the past).¹³¹ The advertisement of the film was printed in the same issue.¹³²

The same issue had another article “Cảm tưởng về phim giáo dục Nippon” (Impression on Japanese educational movies). The author (initialed by H.A., a student at the shool teaching Japanese) wrote about the Japanese film event at the Nguyễn Văn Hào theater on 12 December.¹³³

The 29th issue (10 February 1944) had an article on “Võ sĩ Sansiro”.¹³⁴ The advertisement of the film was printed in the same issue.¹³⁵

The 35th issue (20 May 1944) had an article entitled “Hải quân—chuyện phim” (Navy—A film), which talked about the film on the naval attack on Pearl Harbor in December 1941.¹³⁶

The 37th issue (20 June 1944) had an article on the film “Trên đường tự do” (On the road to freedom). According to it, the film would be screened at the Eden theater in Saigon from 20 June, and later released in the whole country.¹³⁷ The advertisement of the film was printed in the 36th issue,

¹³⁰ TA, no. 23, pp. 20–27. The article wrote that this film was awarded by the Japanese ministry of education in 1941, But the present autho (Shiraishi) cannot find the advertisement of the film in the magazine.

¹³¹ TA, no. 28, pp. 26–27.

¹³² See note XX.

¹³³ TA, no. 28, pp. 12–14.

¹³⁴ TA, no. 29, pp. 14–15. The author’s name is unknown.

¹³⁵ See note XX. The advertisement spelled “Sansiro,” while the article appelled “Sansiro.”

¹³⁶ TA, no. 35, pp. 16–17. The autho’s name is unknown.

¹³⁷ TA, no. 37, pp. 4–5. The author’s name is unknown.

which mentioned that it was the first film played together with Philippine actors.¹³⁸

In the 38th issue (5 July 1944), a person named Nasu wrote “Cảm tưởng khi xem phim <Trên đường tự do>” (Impression when I saw the film <On the road to freedom>). The article emphasized the film was a successful result of collaboration between Japan and the Philippines.¹³⁹

The 50th issue (printed in January 1945) had an article “Chuyện phim Nippon <Phụng-hoàng Kato> : Hãy trông kìa đoàn chiến cơ Hayabusa rần rộ bay nối nhau trên vùng mây trắng” (Japanese Movie <Phoenix Kato> : Let’s watch the majestic squadron Hayabusa flying one by one on white clouds) (See Image 26).¹⁴⁰ The advertisement of the film was printed in nos. 49, 50 and 51.¹⁴¹

In addition to such advertisements and articles, the magazine also printed portrait photos of famous Japanese actresses: Hara Setuko in p. 20 of the 23rd issue (20 October 1943), Takamine Hideko in p. 20 of the 24th issue (5 November 1943) (see Image 27), Li Ko Ran (star in Manchukou) in p. 20 of the 25th issue (20 November 1943) (see Image 28), Todoroki Yukiko in page 20 of the 26th issue (8 December 1943), Takamine Mieko (tài tử chớp bóng) in page 20 of the 27th issue (20 December 1943), Mito Mituko in page 22 of the 28th issue (Spring 1944), and Miura Mituko in page 20 of the 29th issue (10 February 1944).

Image 27. Portrait of Takamine Hideko in the 24th Issue



Image 28. Portrait of Li Ko Ran in the 25th Issue



(to be continued)

¹³⁸ See note XXX.

¹³⁹ TA, no. 38, pp. 16–17.

¹⁴⁰ TA, no. 50, pp. 18–19. The author's name is unknown.

¹⁴¹ See note 127.